

London, April 18, 2012

## **Axis demonstrates how it is driving network video convergence at IFSEC 2012**

**Axis Communications, the global leader in the network video market, will be demonstrating how it is leading the way in convergence from analogue to IP CCTV at IFSEC 2012.**

As well as showcasing its latest IP surveillance innovations at the international security trade show, Axis will be joined by four of its application development partners so visitors will be able to see some of the incredible analytics that IP CCTV is capable of supporting including noise and face recognition.

Sharing the Axis stand (in Hall 4, Stand E90) will be leading video analytics companies, Agent Video Intelligence (Agent Vi), Ipsotek, NEC Security Solutions and Sound Intelligence.

Additionally, for the first time in Axis's history, the company will be taking a second stand at the show (Hall 5, Stand E62). This will be used to provide hands-on demonstrations and installation competitions of the recently launched AXIS Camera Companion, an entry-level IP video solution for small installations, and to launch the Axis Certification Programme for the UK market - the world's first professional network video certification.

Furthermore, throughout the four day show Axis will be delivering several seminars. These are:

- The Cloud - What does video surveillance as a service mean to the security industry?  
Speaker: Daren Lang, business development manager for application development partners, Northern Europe, Axis Communications  
Date: Monday 14th May at 10.40am
  
- Should lighting conditions dictate camera quality?  
Speaker: Andres Vigren, product manager, Axis Communications  
Date: Tuesday, 15th May at 11:30am
  
- Edge Storage  
Speaker: Phil Doyle, regional director, Northern Europe, Axis Communications  
Date: Thursday, 17th May at 10:20am

Phil Doyle, regional director, Northern Europe, Axis Communications, said: "Network video is helping to create further value for organisations of all sizes, protecting people, property and assets, optimising processes and improving efficiency.

"At this year's IFSEC show, we want to demonstrate how Axis is helping system integrators,

installers and end users make the most of network video – giving them the power to go beyond their customers’ initial surveillance goals.

“We would urge anyone interested in our products or the wider IP surveillance market to come and see us at our two stands so we can demonstrate how we can work with them and their organisations to enhance their security and add real value to their businesses.”

Phil Doyle will be available for comment on the Axis stands in Hall 4 (Stand E90) and Hall 5 (Stand E62) and a cocktail hour will be held on the first three days of the show so that visitors can network with the Axis team and its partners.

Now in its 39th year IFSEC International is the leading global annual security event. It takes place between Monday 14th and Thursday 17th May 2012 at the NEC, Birmingham. To find out more about Axis’ presence at IFSEC 2012 visit [www.axis.com/ifsec](http://www.axis.com/ifsec)

***Notes to editors***

*Axis Communications is the global market leader in the network video market. The network camera market is set to have a CAGR of 27 per cent per year over the next five years. The world market for video surveillance products is forecast to be worth more than \$14,474 million by 2014 according to industry analyst house IMS Research ([www.imsresearch.com](http://www.imsresearch.com)) in its latest market report entitled ‘The World Market for CCTV and Video Surveillance Equipment 2009 Edition’ published in August 2009*

***About Axis***

*Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analogue to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring and are based on innovative, open technology platforms.*

*Axis is a Swedish-based company, operating worldwide with offices in more than 20 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on NASDAQ OMX Stockholm under the ticker AXIS. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com).*

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